



CONCEPTS OF PLACE

Available for early-stage urban design concepts, visioning, and collaboration

William Block Architect

William Block Architect · Urban Concepts · Visual Storytelling

A Way of Working

I am an architect and visual storyteller, originally from California, working across Europe and the United States.

My work begins with drawing. I explore places through hand sketches—translating early ideas into atmospheric views that communicate the experience of a place before it is built.

Using SketchUp, I construct simple 3D models to shape space, frame perspectives, and define key moments within a project. These views are then developed into hand drawings—pen and ink, followed by watercolor—bringing clarity, emotion, and narrative to early-stage design.

These images are not final representations. They are tools for thinking, testing, and communicating.

They help clients, designers, and public agencies quickly understand the potential of a place—its character, energy, and human experience—without locking into premature decisions. The work invites dialogue, supports collaboration, and accelerates the design process.

In some cases, these drawings extend into animation, adding time and movement to the story of a place.

I have collaborated with architects, planners, and city agencies, as well as creative teams such as Disney Imagineering, contributing to projects in both the United States, Europe and Asia.

This booklet presents a selection of work across scales and contexts: mixed-use developments, new town concepts, community regeneration, transit-oriented districts, residential environments, and educational spaces.

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